



**Palmetto Wastewater  
Reclamation, Inc.**

**A SouthWest Water Company**

**1710 Woodcreek Farms Rd, Elgin, SC 29045**

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June 15, 2022

The Honorable Jocelyn G. Boyd  
Chief Clerk and Executive Director  
Public Service Commission of South Carolina  
101 Executive Center Drive, Suite 100  
Columbia, South Carolina 29210

Re: Docket No. 2021-132-S. Application of Palmetto Wastewater Reclamation, Inc. for  
Approval to Change its Name to South Carolina Water Utilities - PWR, Inc.

Dear Ms. Boyd:

I write to request the Commission approve the application of Palmetto Wastewater Reclamation, Inc. ("PWR") to South Carolina Water Utilities - PWR Inc.

PWR applied to change its name to "South Carolina Water Utilities - PWR, Inc." on April 16, 2021. However, on April 21, 2021, PWR asked the Commission to approve a more limited change in its name from "Palmetto Wastewater Reclamation, LLC" to "Palmetto Wastewater Reclamation, Inc." The Commission granted this request on April 28, 2021.

On May 3, 2021, PWR filed a letter of intent to file a rate case (Docket No. 2021-153-S). While the rate case was pending, PWR put the request to change its name to South Carolina Water Utilities - PWR, Inc. on hold to avoid confusing customers. The rate case concluded on December 21, 2021, and the Company now requests the Commission approve the full name change request.

PWR is one of SouthWest Water Company's five regulated utilities in South Carolina. The other subsidiaries are South Carolina Water Utilities, Inc. (formerly T.J. Barnwell Utility, Inc. and Harbor Island Utilities, Inc.), South Carolina Water Utilities - CUC, Inc. (formerly "CUC, Inc."), Kiawah Island Utility, Inc., and South Carolina Water Utilities - PUI, Inc.<sup>1</sup>

PWR's requested change is consistent with the nomenclature of other SouthWest Water Company subsidiaries in South Carolina. SouthWest Water Company generally wants its state subsidiaries to be recognizable under the "South Carolina Water Utilities" brand.<sup>2</sup> Therefore, "South Carolina Water Utilities" will appear on our service vehicles, uniforms, and other forms of company identification.

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<sup>1</sup> The Commission granted Palmetto Utilities, Inc.'s request to change its name to South Carolina Water Utilities - PUI, Inc. in Order 2021-516, Docket No. 2021-131-S.

<sup>2</sup> SWWC is evaluating Kiawah Island Utility's brand, which has a distinct identity with the eponymous community it serves.



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The common name will enable our South Carolina utilities to support each other without confusing customers who may otherwise see a different name from their utility on a service vehicle or uniform. However, customer bills will have the full name of the utility, such as "South Carolina Water Utilities - PWR, Inc.," and each utility's rate schedule will be available online.

Customers will benefit from the common branding in several ways. First, they will be aware the utility serving them is part of a larger family. Second, the shared online services of the companies will be more readily recognizable with the common brand, "South Carolina Water Utilities." Third, a familiar brand will allow us to better communicate our shared community commitments. Our employees volunteer for a variety of causes including highway cleanups, Habitat for Humanity, Meals on Wheels, and the Leukemia and Lymphoma Society.

We will take appropriate steps to ensure PWR customers are aware of the name change, if approved by the Commission. Notices with customer bills and on our website, as well as other customer communications, will inform the public of the name change. Additionally, we would engage a strong public relations firm as needed.

I would be glad to provide the Commission with any additional information it may require to consider PWR's application. However, if nothing else is needed, I respectfully request approval of the name change.

Sincerely,

Craig Sorensen